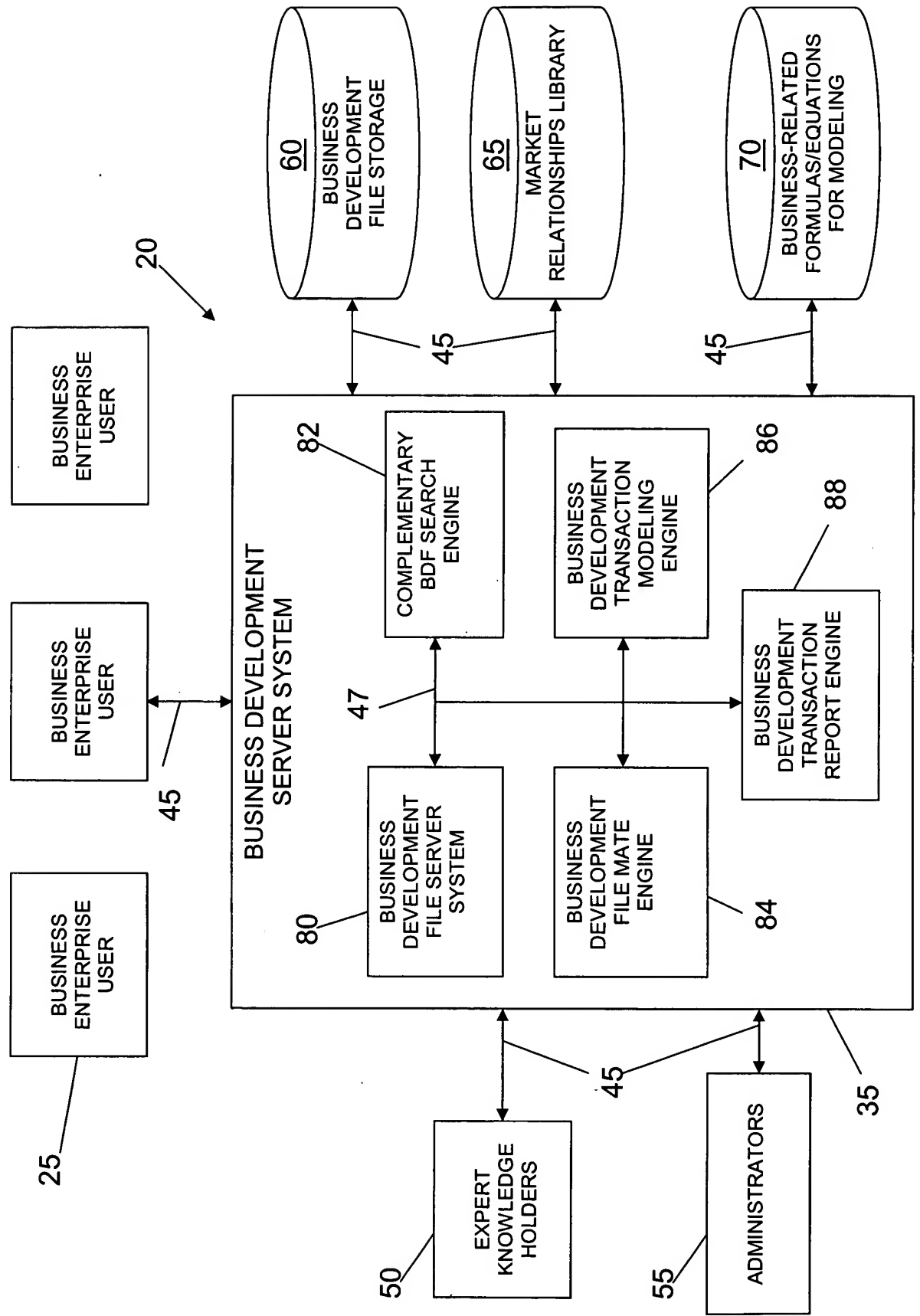


Figure 1



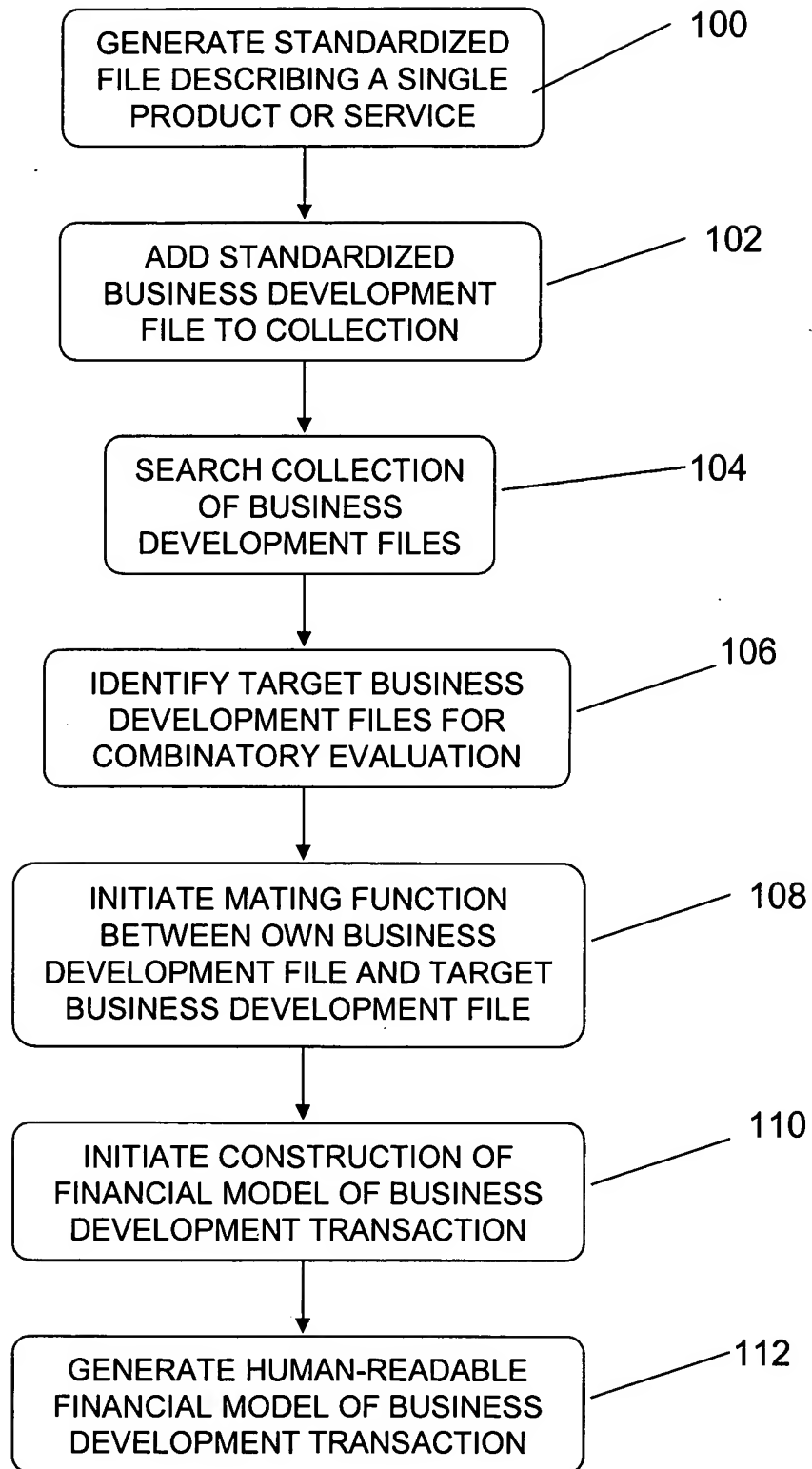


Figure 2

Please Login

Login:

Password:



10 ↗

Figure 3

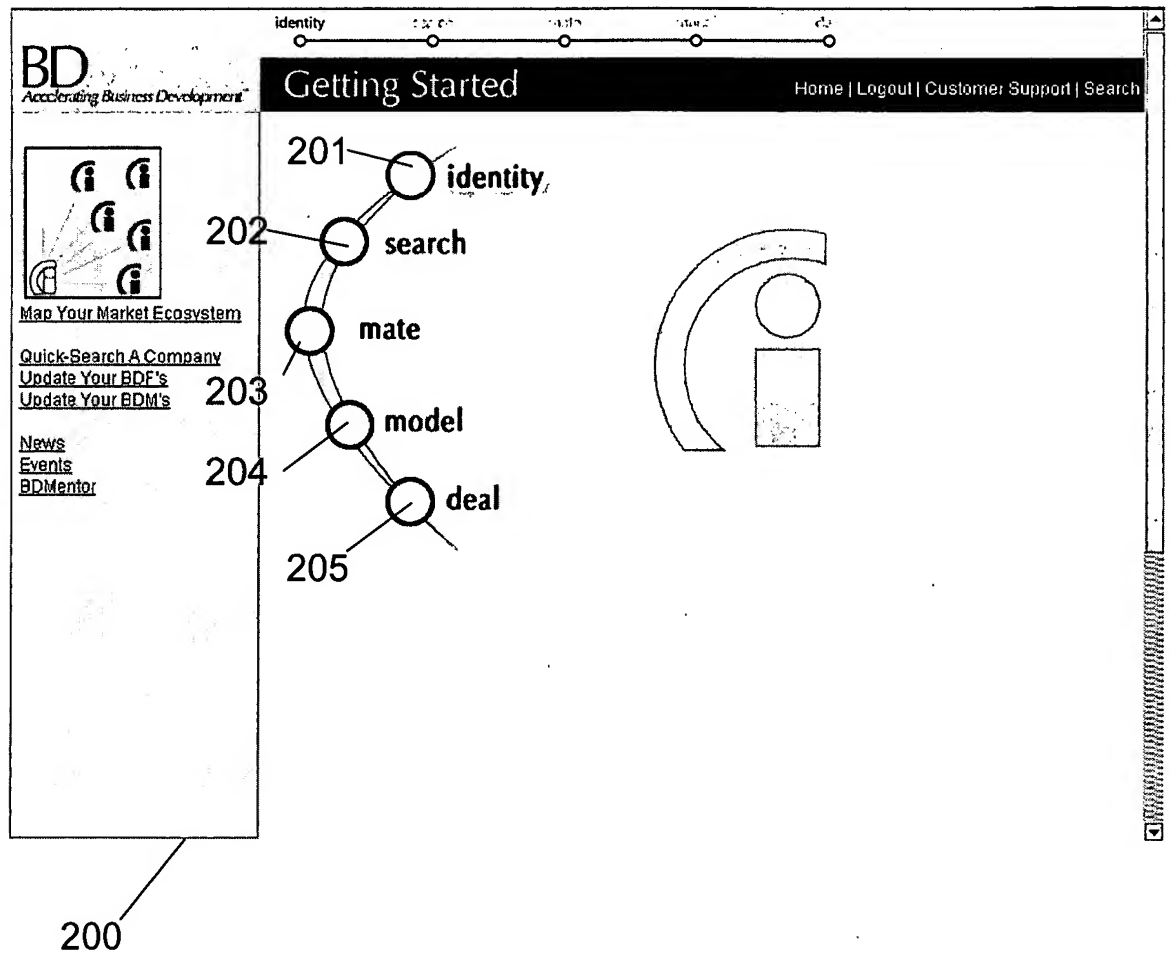


Figure 4

BD
Accelerating Business Development

identity

Product Description

[Home](#) | [Logout](#) | [Customer Support](#) | [Search](#)

Identity Questions

- 1. Product Description
- 2. Market Description
- 3. Sales Description

<<Back Next>>

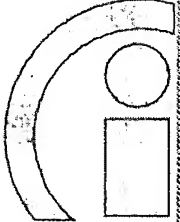
1. What is the name of your product?

2. Select product type:

3. Enter the core competencies for :

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211

212

213

Figure 5

BD

Accelerating Business Development

Identity

Market Description

Home | Logout | Customer Support | Search

Identity Questions

✓ 1. Product Description

Ⓢ 2. Market Description

3. Sales Description

<<Back

Next>>

1. What market space does P3 belong to?

Project Management

221

1a. What sub-space does P3 belong to?

Project Scheduling

222

1b. What tertiary space does P3 belong to?

Engineering Scheduling

223

2. How many months has P3 been on the market?

192

224

3. Enter the % where your user population is located: (must=100%)

40

North America

10

South America

20

Europe

10

Asia

7

Australia

10

Middle East

3

Africa

225

4. Enter the % of last year's sales that were sold to the following market groups: (must=100%)

10

OEM

5

Consumer

70

Corporate End User

3

Mid-Market

7

Government

5

Small Office/Home Office

226

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Figure 6

BD

Accelerating Business Development

Identity

Market

Product

Model

Deal

Sales Description

Home | Logout | Customer Support | Search

Identity Questions

✓ 1. Product Description

✓ 2. Market Description

Ⓢ 3. Sales Description

<<Back

Next>>

1. What is the total market potential for P3 measured in units sold?

275000

2. How do you typically quote for the sale of P3?

Perpetual License

3. What is the average sales cycle (in months) to sell P3?

5

4. Enter the % of last year's sales sold through the following channels: (must=100%)?

80 Direct

20 Indirect

5. How many quota-carrying sales people sell for P3 your company?

47

6. What is the number of direct competitors you have for P3?

4

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Figure 7

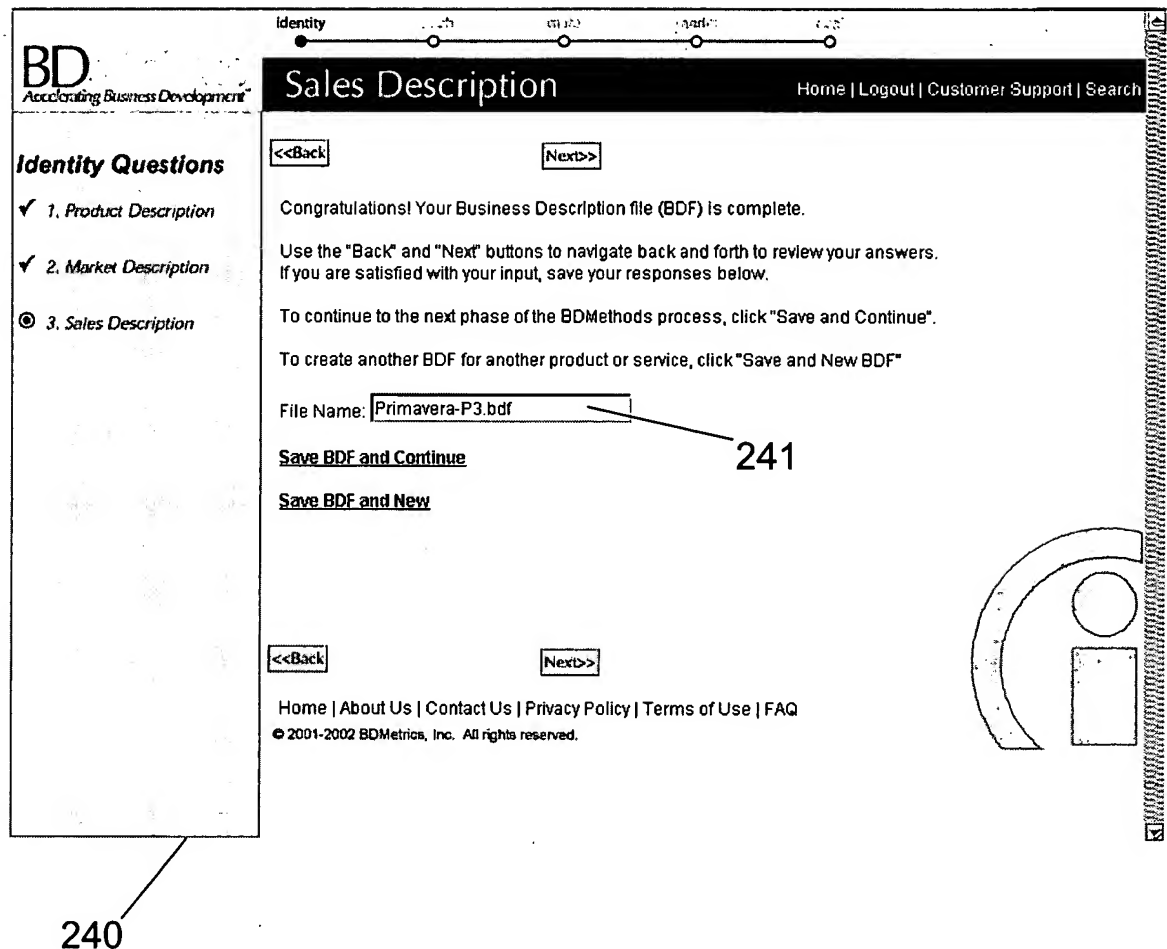


Figure 8

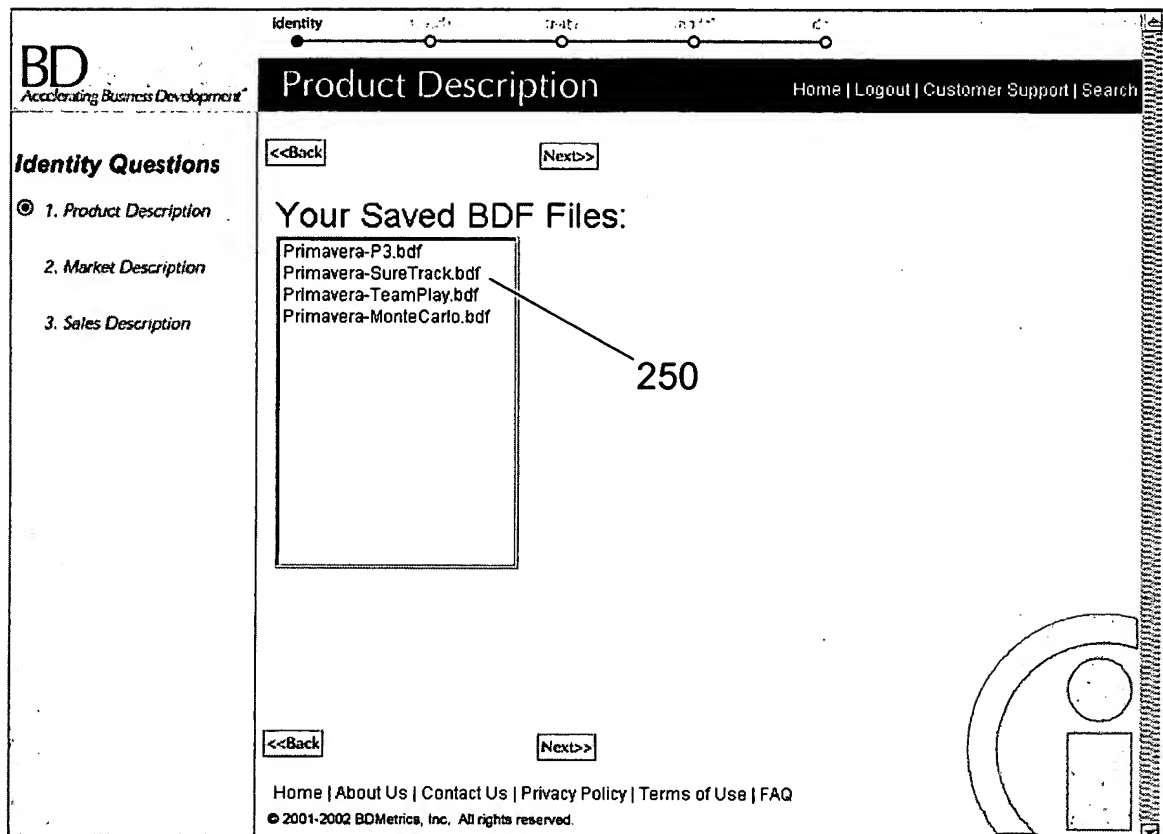


Figure 9

BDMetrics - Accelerating Business Development - Mic...

Company Name: Applied Biometrics
Product Name: Pin Print Pilot
Web: www.appliedbiometrics.net
Space: Wireless
Sub-Space: Security
Tertiary Space: Authentication
Ecosystem: VPN Client, Access Control, Network Security
Buyers Database: PDA
BD Contact: Kate Hammond
345 Milford Rd.
Arlington, VA 12345
khammond@abm.com
202.555.1254

Select this BDF as your passenger

289

Figure 10

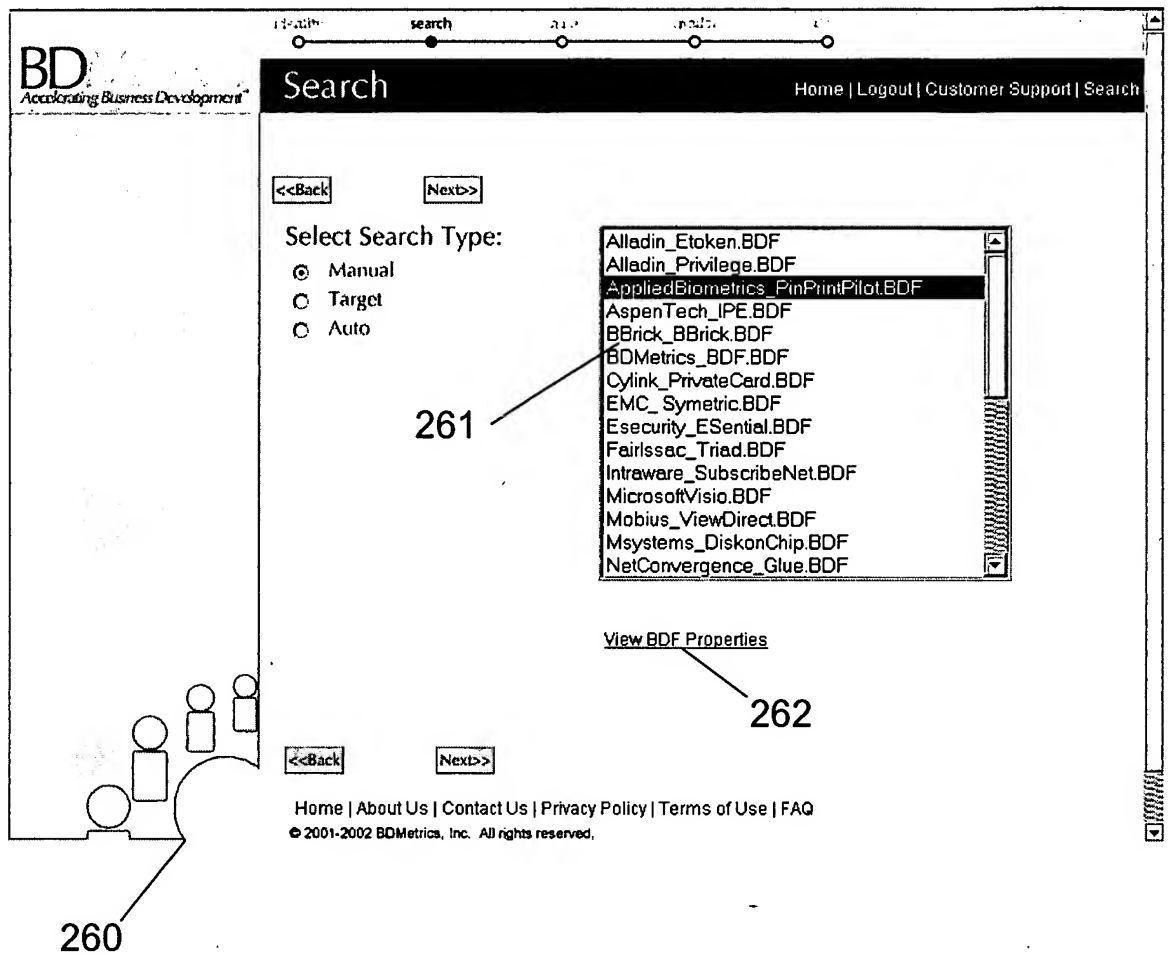


Figure 11

Figure 11a

Connection Type by Title Inference Table																		
			Buyer/Seller Connections				Alliance Connections											
			Products		Professional Services		Distribution - Agent or Reseller		Distribution - VAR or Integrator		Technology (IP) Transfer		Marketing Collaboration		New Product Development		New Service Development	
ID	PRIMARY JOB FUNCTION CATEGORIES		Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek	Offer	Seek
Engineering/Technical Management																		
01	Design & Development Engineering Mgmt			X		X					X	X			X	X	X	X
02	Research & Development Engineering Management			X		X					X	X			X	X	X	X
03	Technical Management (CTO, System Architect, Eng. Team Member)		X	X		X					X	X			X	X	X	X
04	Process Engineering Management			X		X					X	X						
05	Firmware/Software Engineering Management			X		X					X	X			X	X		
06	Other Engineering Mgmt			X		X					X	X						
Engineering/Technical - Non-Management																		
07	Design & Development Engineering			X		X												
08	Research & Development Engineering			X		X												
09	Test Engineering			X		X												
10	Systems Engineer			X		X												
11	Hardware Engineer			X		X												
12	Firmware/Software Engineer			X		X												
13	Process Engineer			X		X												
14	Engineering Services			X		X												
Business Management																		
15	Executive/Corporate/General Management		X	X		X		X	X	X	X	X	X	X	X	X	X	X
16	Purchasing/Procurement/Materials Management			X		X												
17	Operations Management			X		X		X	X	X	X	X	X	X	X	X	X	X
18	Product Marketing Management		X	X		X		X	X	X	X	X	X	X	X	X	X	X
19	Sales Marketing Management (mgmt only)		X			X		X	X	X	X	X	X	X	X	X	X	X
20	Financial Mgmt			X		X												
21	Manufacturing/Production Management			X		X					X	X						
22	Logistics/Supply Chain Management		X	X		X		X	X	X	X	X	X	X				
Other																		
23	Buyer/Agent/Planner/Analyst			X		X												
24	Financial Analyst																	
25	Investment Bankers																	
26	Sales & Marketing (non-mgmt)		X			X		X	X	X							X	
27	Product Marketing		X			X							X					
28	Engineering Student																	
29	Technical Consultant									X								
30	Academic/Professor																	
31	Other Consultant		X	X		X		X	X	X	X	X	X	X				
32	Consultant																	

Figure 11a (cont'd)

Connection Type by Title Inference Table																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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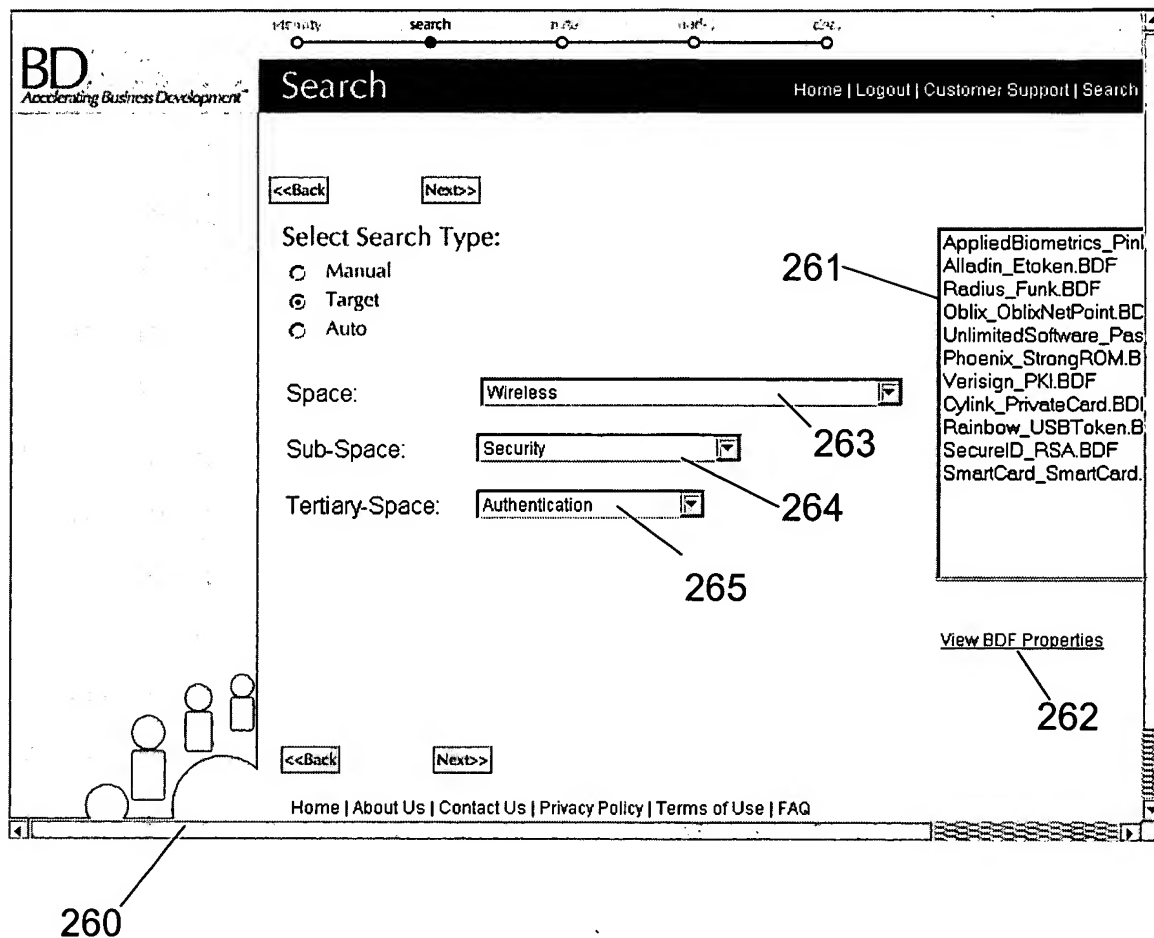


Figure 12

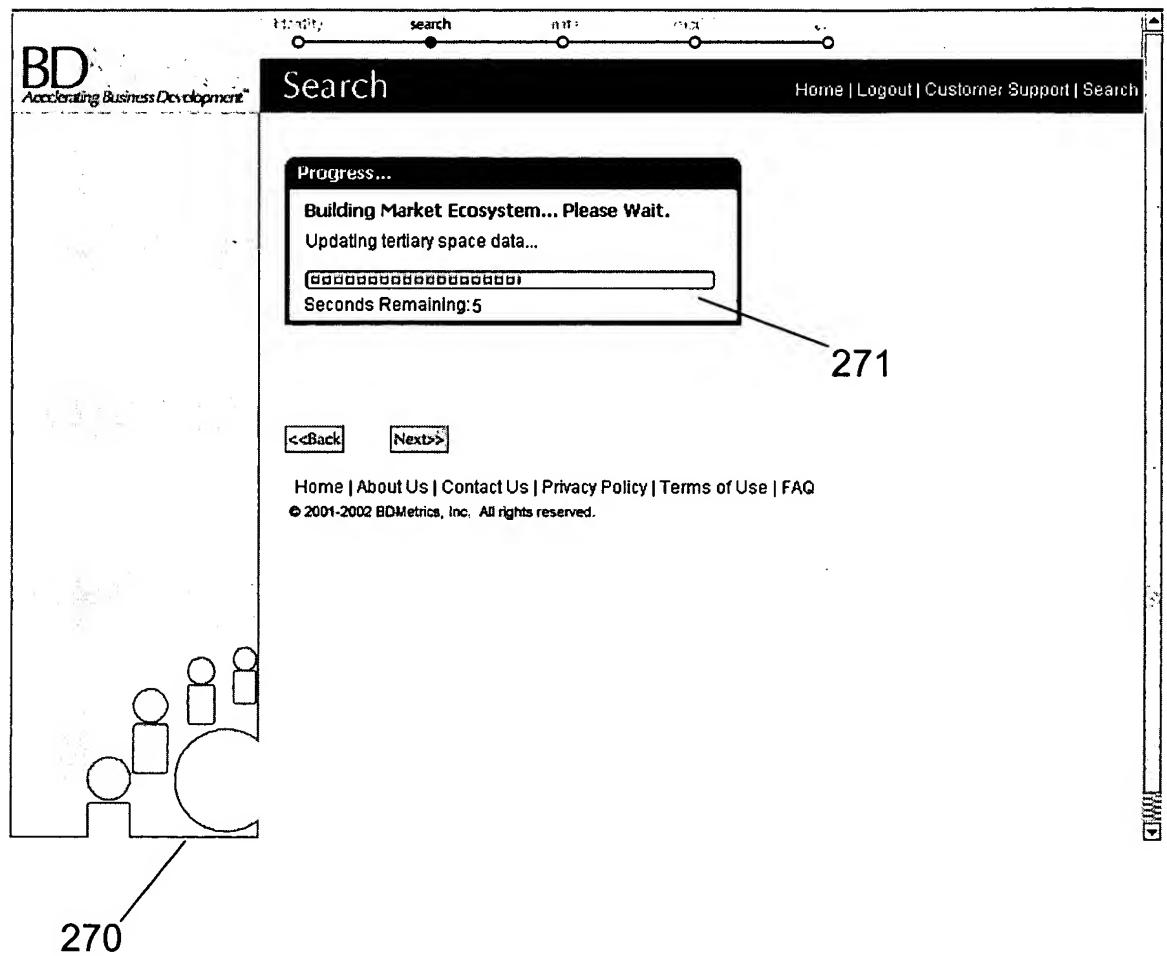


Figure 13

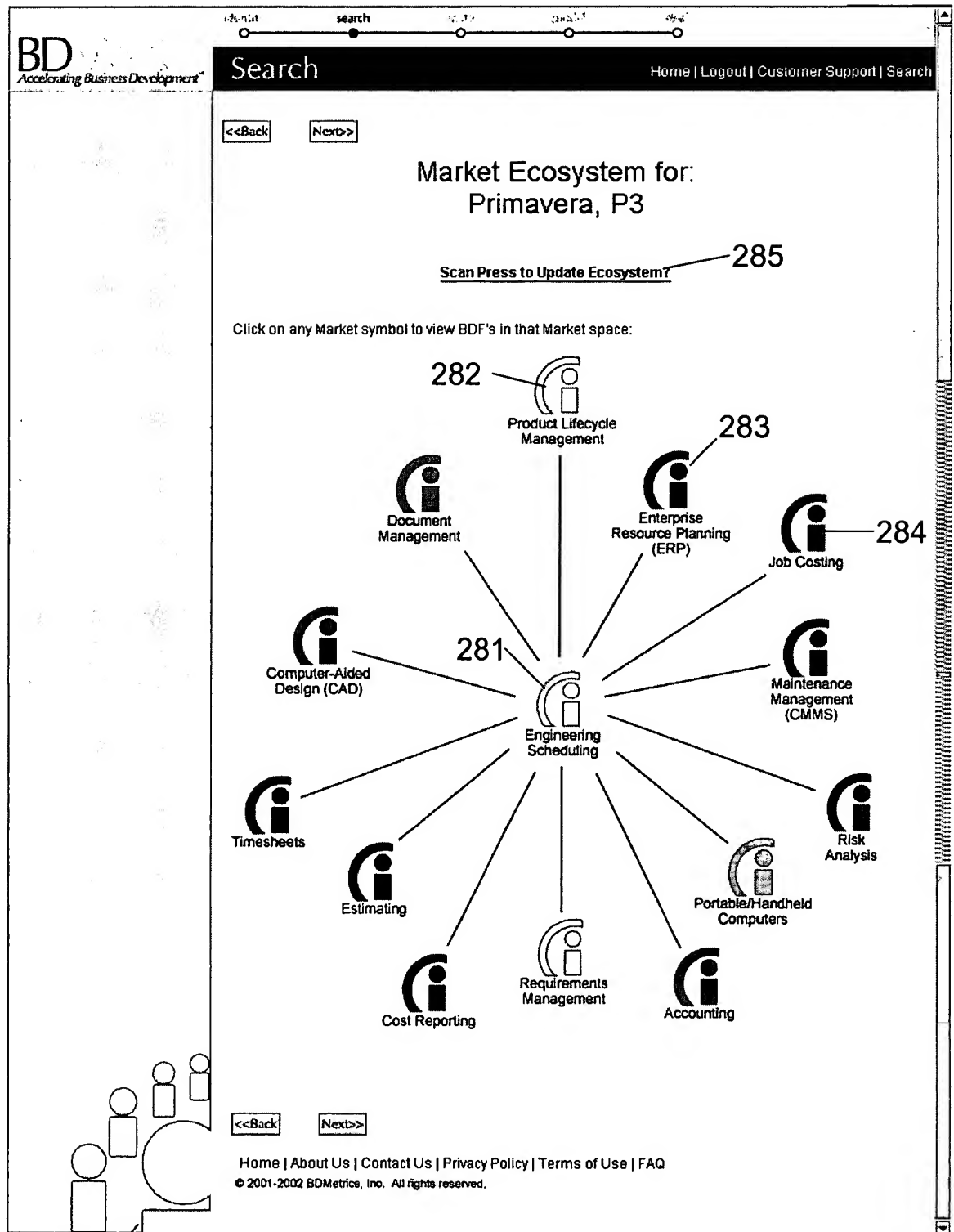


Figure 14

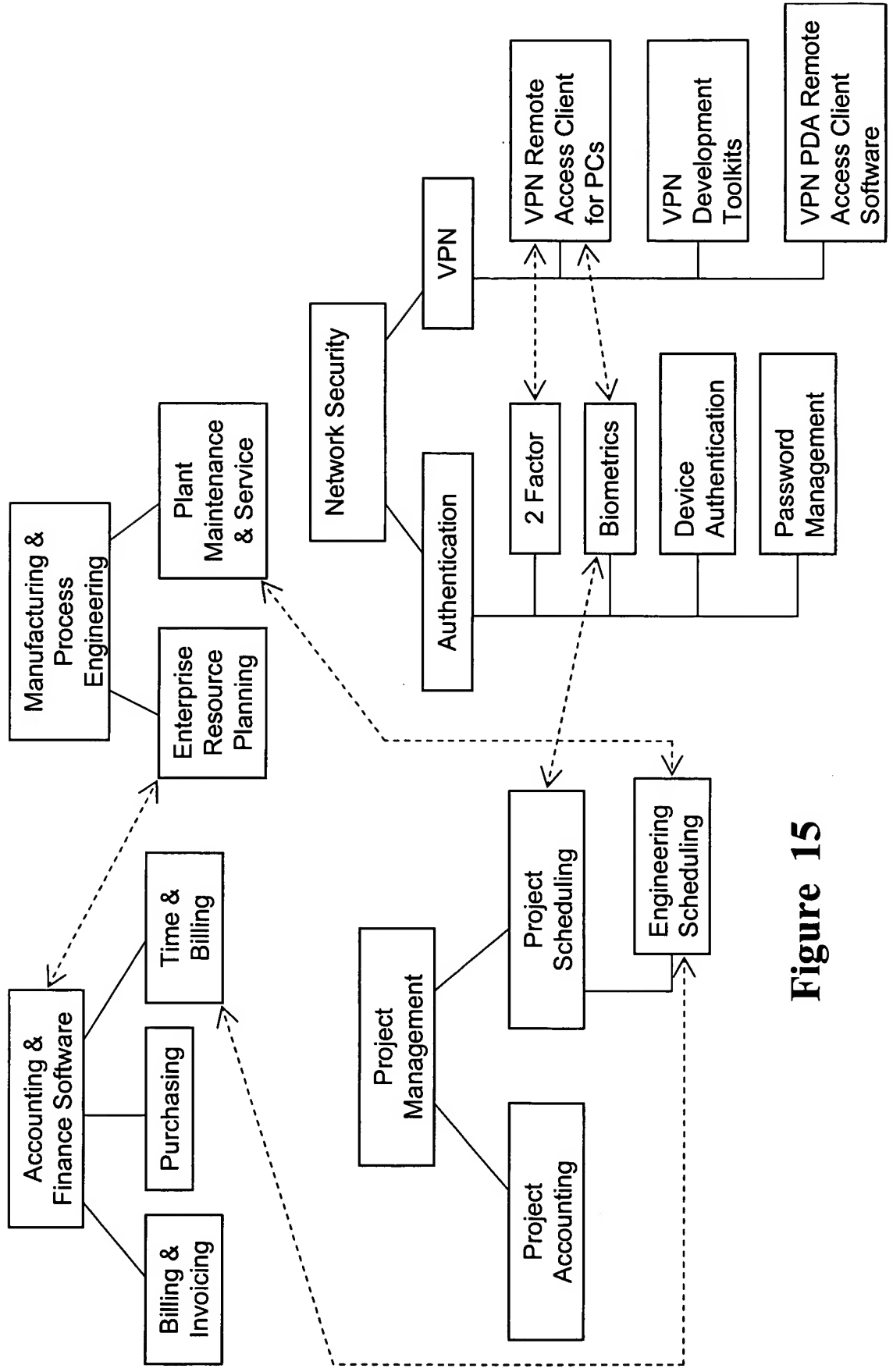



Figure 15


Ankari_Ankari.bdf


ISL_US.bdf


AppliedBiometrics_
PinPrintPilot.bdf


Janet_JNUG.bdf


CyberSafe_
CyberSafe.bdf


Network_Defense_
ND.bdf

287 ↗

Figure 16

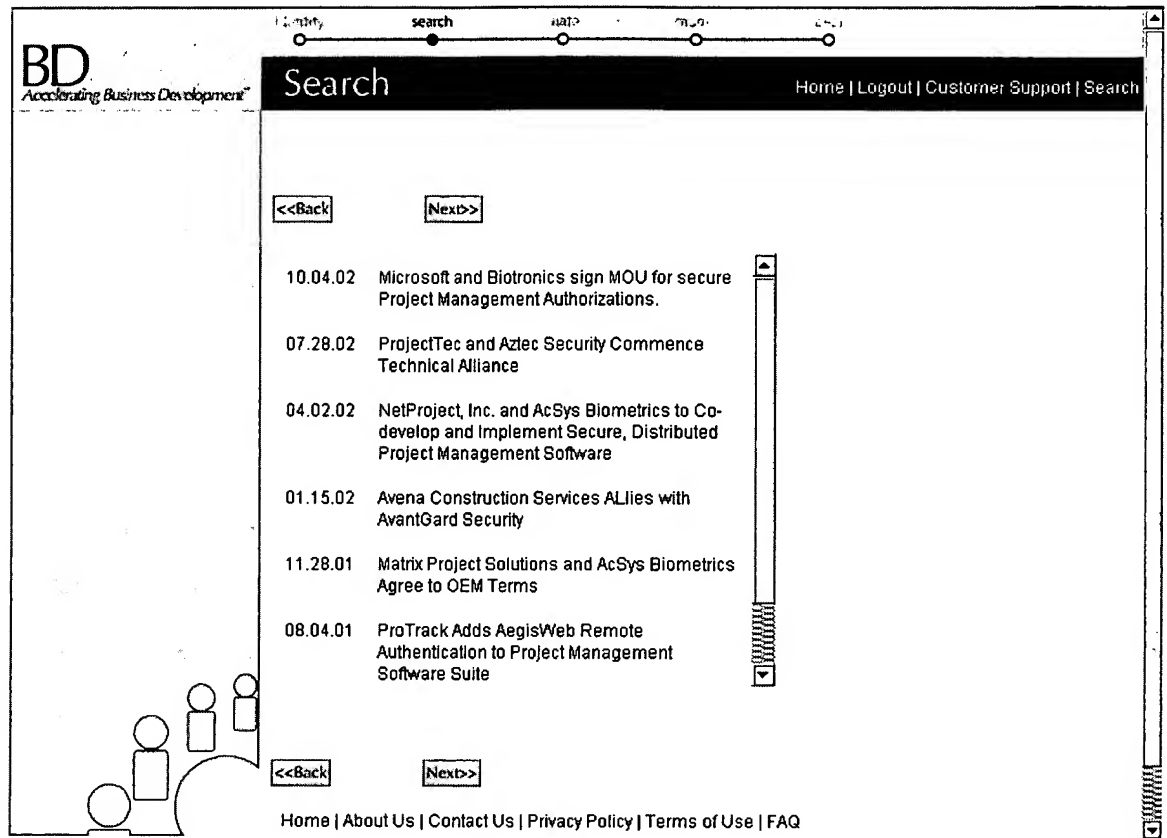


Figure 17

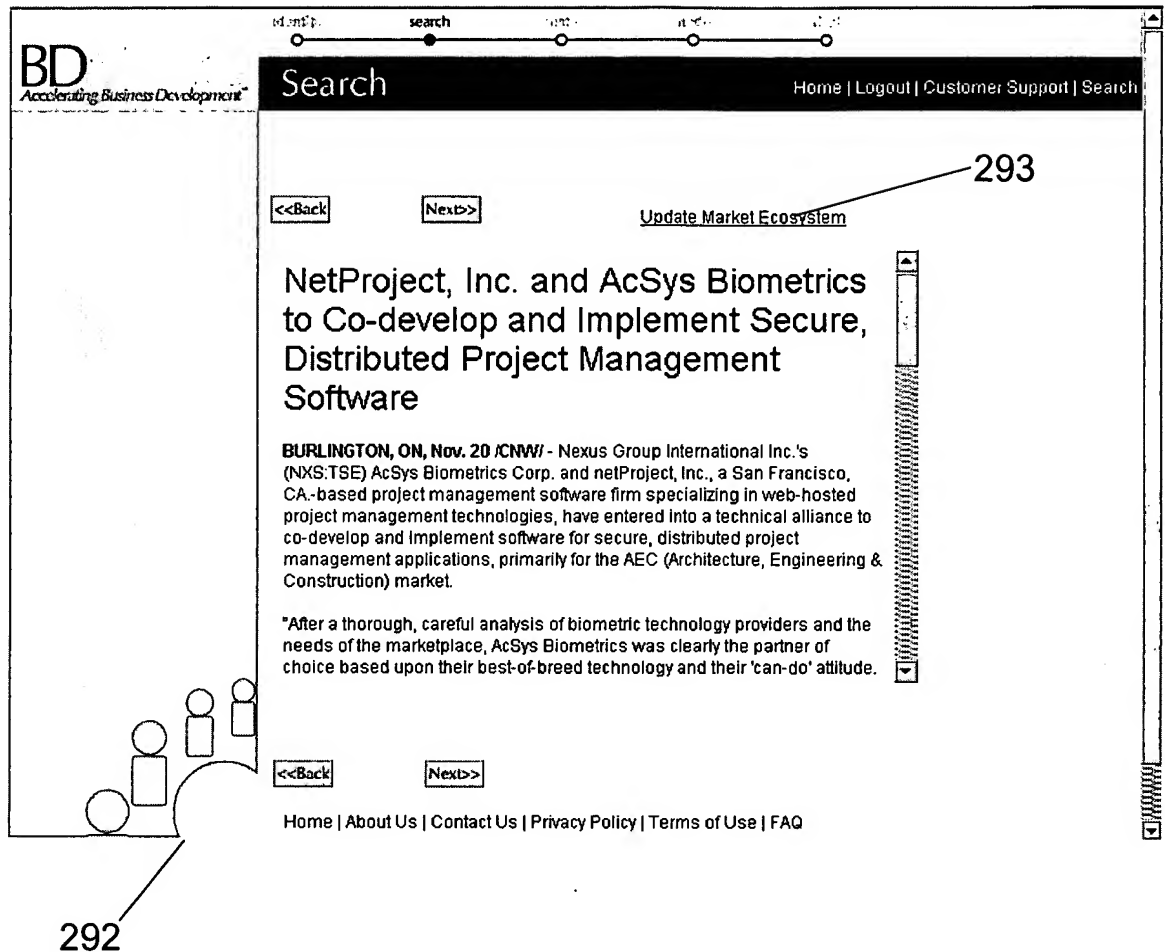


Figure 18

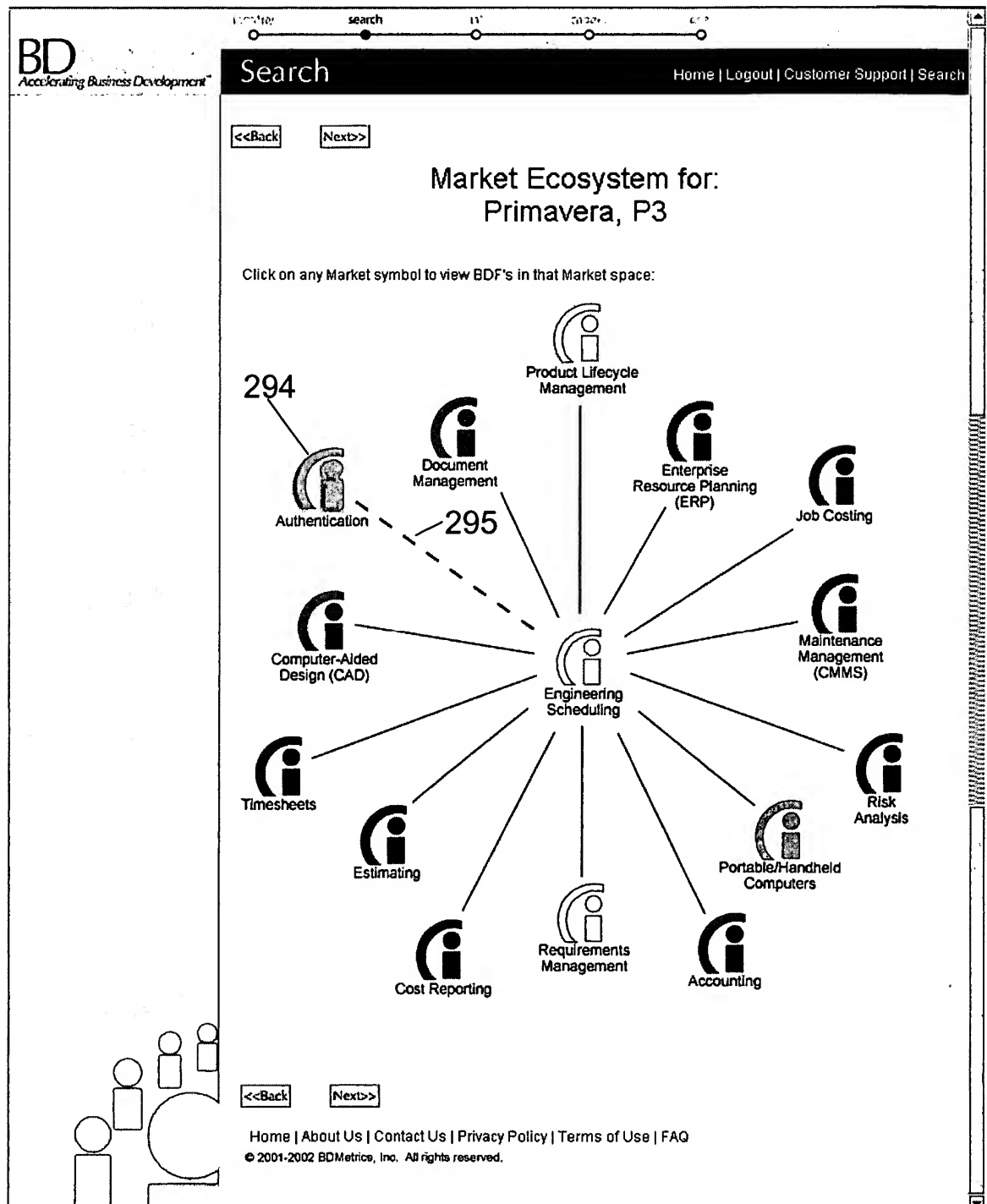


Figure 19

Identify
Search
mate
manage
Post

Deal Definition

[Home](#) | [Logout](#) | [Customer Support](#) | [Search](#)

Mating Questions

- 1. Deal Definition
- 2. Product Description
- 3. Market Definition
- 4. Sales Information

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[Next>>](#)

All questions with a red asterisk * are required.

- Identify the Deal Driver BDF: *
- Identify the Passenger BDF: *
- Select a deal type: *
- Provide a brief description of the deal: *
- Enter the date you expect the deal to be signed: *
- What will the term of the deal? *
- Does the deal require exclusivity? *

PrimaveraP3-098

Pin Pilot-123

New Product
☒

Primavera will integrate a wireless Biometric Authentication device into Primavera's P3 project management system.

Dec
1
2002

3
Years

No
☒

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Figure 20

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Deal Definition

All questions with a re asterisk are required.

1. Enter the % of responsibility the deal driver and passenger will take for each of the following:

	Driver	Passenger	Totals
Sales	<input type="text" value="100"/> %	<input type="text" value="0"/> %	100%
Marketing	<input type="text" value="75"/> %	<input type="text" value="25"/> %	100%
Development	<input type="text" value="50"/> %	<input type="text" value="50"/> %	100%
Product Fulfillment	<input type="text" value="25"/> %	<input type="text" value="75"/> %	100%
Custom Support	<input type="text" value="25"/> %	<input type="text" value="75"/> %	100%

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Figure 21

BD

Accelerating Business Development

Industry

Search

Match

Model

View

Product Description

Home | Logout | Customer Support | Search

Mating Questions

✓ 1. Deal Definition

● 2. Product Description

3. Market Definition

4. Sales Information

<<Back

Next>>

All questions with an asterisk are required.

1. What will be the name of your product? *

Primavera P3 Biometric

2. What will be the product type? *

Hardware

2a. Which sub-product type best describes Primavera P3 Biometric?

PDA

3. What is the expected release date of Primavera P3 Biometric? *

Dec

1

2002

4. Will Primavera P3 Biometric be private branded? *

Yes

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324

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Figure 22

Next>>

- *****

Next>>

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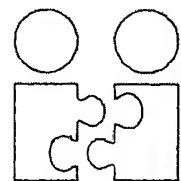


Figure 23

330

BD
Accelerating Business Development

1. Deal Definition

2. Product Description

3. Market Definition

4. Sales Information

Home | Logout | Customer Support | Search

Charge Method

1. Enter the % of sales you expect from each charge method: *

Purchase

100

%

Lease

0

%

Units Sold

2. What is the total number of units of Primavera P3 Biometric you expect to sell in all markets in the next year? *

5000

Pricing - Purchase

3. What will be the average lump sum price in year 1 for Primavera P3 Biometric? *

\$5000

350

351

352

353

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Figure 25

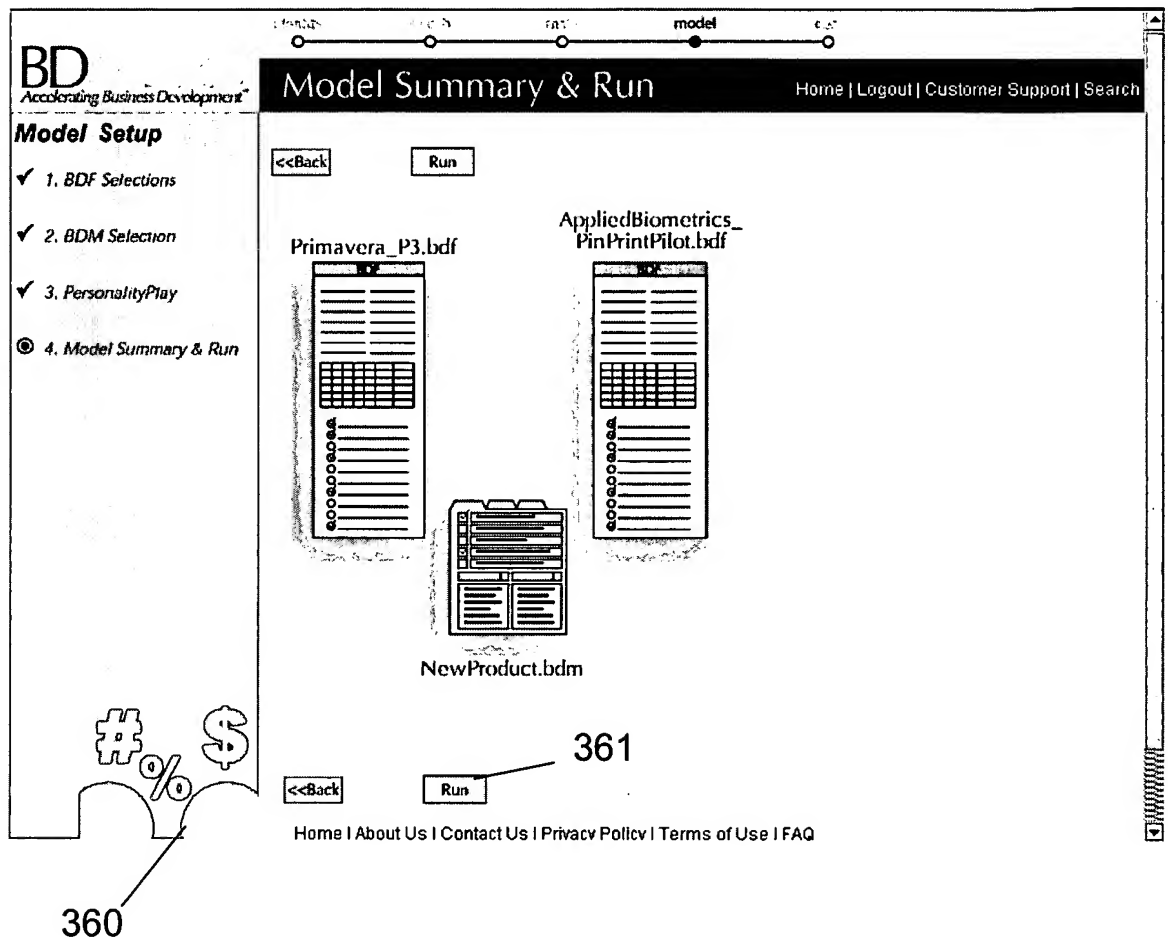


Figure 26

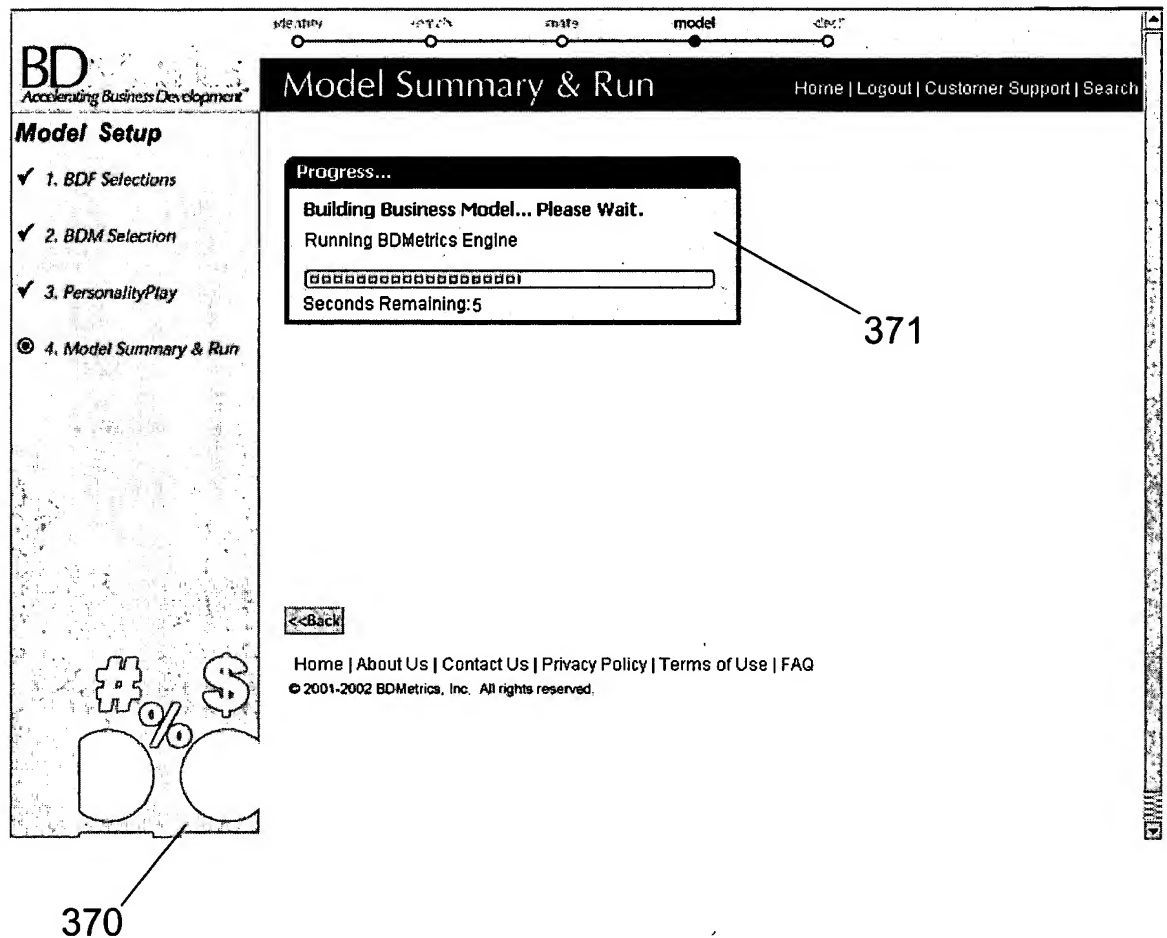


Figure 27

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Report Center

Deal

Executive Summary

DEAL RESPONSIBILITIES

Sales	Primavera	Applied Biometrics
Engineering		
Marketing		
Customer Support		
Product Fulfillment		

CONTRACT SUMMARY

Deal Type	New Product
Deal Description	Primavera will integrate a wireless Biometric Authentication device into the P3 project management system.
Deal Term	10 years
Exclusivity Type	None

PRODUCT SUMMARY

Name	"Primavera P3 Biometric"
Type	Software
Product Release Date	Feb 2, 2003
Charge Method	Lease
Avg. Initial Offering Price	\$12,500

MARKET ANALYSIS

Target Spaces	Project Management
Target Sub-Spaces	Project Scheduling
Target Tertiary Spaces	Engineering Scheduling
Market Opp. per Space	10,000
Total Market Cap	10,000
No. Competitors per Space	4
Total No. Competitors	4
Est. Deal Market Share	37%

FINANCIALS

6 month ROI	237%
Bookings	\$1,254
Revenue	\$6,640
Gross margin %	19%
Sales Exp/Revenue	33%
Marketing Exp/Revenue	07%
Engineering Exp/Revenue	41%
Net Income	\$934

PERSONALITY INPUT (Last Update)

<input type="radio"/> Legal Input	
<input checked="" type="radio"/> Marketing Input	(10.1.02)
<input checked="" type="radio"/> Sales Input	(9.28.02)
<input type="radio"/> Engineering Input	
<input type="radio"/> Finance Input	
<input checked="" type="radio"/> BD Input	(10.2.02)

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Figure 28

Business Report Summary

New Product Alliance

Primavera, Inc.
Primavera P3

Applied Biometrics
Pin Print Pilot

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